INFORMATION LETTER

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Agricultural Research Leads to New and Improved Varieties

Agricultural research sponsored by food canners and farmers is leading to new and improved varieties of fruits and vegetables and quality in the can or jar, it was stated by N.C.A. President George B. Morrill, Jr., June 13 at the spring meeting of the Michigan Canners and Freezers Association.

Canners not only utilize the results of agricultural research, he said, but also foster their own research programs and furnish a great many services to farmers and growers to aid them in producing canning crops efficiently.

Mr. Morrill pointed out that to a large extent canners share with farmers the hazards of the agricultural industry to which both belong. "Obviously," he said, "canners are just as concerned as farmers with variable crop yields, surpluses, and shortages."

He pointed out that Michigan has been in the forefront of agricultural research. "Out of Michigan State have come such innovations as snapping of asparagus, which has meant so much in terms of reducing trimming labor; continuous research on all phases of handling of cherries, including the recent trick of water-tank transportation of cherries to prevent bruising. The breeding work on peaches at South Haven also has been outstanding," he stated.

The cooperative efforts of canners and farmers have produced a number of major research accomplishments, Mr. Morrill continued. Among the results of such teamwork in research he listed hormone sprays for pineapple crops, a doubling of yield and higher quality in tomatoes through special soil-feeding, the tenderometer to determine the precise moment of peak flavor and maturity for picking peas, controls of temperature and humidity for ripening Bartlett pears, a sweeter, better-colored, more tender sweet corn, and controlled irrigation to ensure straight podded green beans with less fiber.

All of these developments—and others on the way—result in delivery

(Please turn to page 240)

QMC and VA Begin Annual Canned Food Purchases

Annual government procurements of the major canned food items are getting under way. Canners are reminded, therefore, to make certain that they are on the bidders' lists and that they maintain their status there.

If a canner does not wish to respond to an invitation, he should nonetheless acknowledge receipt of the invitation with the notation that he wishes to be kept on the list of prospective bidders. In this way, he will continue to receive notices of intended procurements and invitations for bids.

A request to be placed on the bidders' lists for purchases for the armed forces should be addressed to the nearest QM Market Center. These are located at 226 W. Jackson Blvd., Chicago, Ill.; 1321 Pendleton St., Columbia, S. C.; Felix at Hemphill St., Fort Worth, Tex.; 623 Hardesty Ave., Kansas City, Mo.; 1206 Santee St., Los Angeles, Calif.; Port of Embarkation, Unit 3, New Orleans, La.; 29th St. and 3d Ave., Brooklyn, N. Y.; 1709 Kelly Rd., Richmond, Va.; and P. O. Box 3225, Seattle, Wash.

A request to be placed on the bidders' lists for purchases by the Veterans Administration should be addressed to the General Supplies Section, Procurement Division, Supply Service, Veterans Administration, Washington 25, D. C.

Florida Citrus Canning Ruled Seasonal under 7(b)(3)

A hearing officer of the Wage and Hour Division of the Department of Labor ruled last week, on the basis of the record of a hearing held in May, 1954, that the seasonal overtime exemption authorized by Section 7(b)(3) of the Fair Labor Standards Act is available to operations on the canning of citrus fruit in Florida.

In respect to operations on the dehydration of citrus pulp and waste in Florida, the overtime exemption under Section 7(b)(3) was denied.

On November 24, 1953, the Florida Council of Citrus Workers' Unions petitioned the Administrator of the Wage and Hour Division for a revocation of the existing seasonal industry determination as it applied to the handling, packing, storing, preparing in the raw or natural state, first processing or canning of citrus fruit in the State of Florida, as well as to the dehydration of citrus pulp and waste in Florida. Hearings were held in Tampa on May 11, 12, and 13, 1954, before Harry Weiss, an authorized representative of the Administrator. Evidence was received as to the duration of the packing seasons for Florida citrus and as to the separability of Florida citrus operations from operations on fresh fruits or vegetables generally.

The authorized representative of the Administrator ruled, in a series of findings published in the *Federal Register* of June 10, that operations on Florida citrus do not constitute a branch of an industry separable from the industry performing these operations on fresh fruits or vegetables generally and that therefore the operations on citrus continue to fall within the purview of the general seasonal determination for the canning industry announced in 1940.

The hearing officer further concluded, however, that if Florida citrus

(Please turn to page 242)

FCDA Emergency Food List

A list of emergency foods suitable for storage against the possible hazards of an atomic bomb has been prepared by dietitians of the Federal Civil Defense Administration, and was distributed in May through the medium of a clip sheet FCDA mailed to newspapers, primarily weeklies. Of a total of 54 recommended foods for this purpose, 41 were canned items, drawn from these categories: juices, fruits, vegetables, specialties, milk, baby food, soups, meats, and fish.

The emergency supplies are designed to care for an average family during a possible seven days of isolation. In the article FCDA stated

(Please turn to page 240)

Status of Legislation

Wage-hour legislation—S. 2168, increasing the statutory minimum wage to $1 an hour, was passed by Senate June 8. House Labor Committee continued public hearings on proposals to increase the minimum wage.

Price supports—H. R. 12, restoring price supports on basic crops at 90 percent of parity, was passed by House May 5. Senate Agriculture Committee continued public hearings on price support legislation.

Apple prices—H. R. 5188, to prohibit publication by the USDA of any prediction with respect to apple prices, was passed by House June 7 and was reported favorably by the Senate Agriculture Committee June 15.

Mexican farm labor program—H. R. 3822, to authorize continued importation of Mexican nationals for employment in agriculture, was reported, with amendments, by the House Agriculture Committee May 24. Bill is awaiting House consideration under a rule granted by the Rules Committee.

Sugar—Revision of the Sugar Act will be the subject of public hearings by the House Agriculture Committee beginning June 22. No action scheduled by Senate Finance Committee.

Trip-leasing—S. 898, to prohibit ICC regulation of the duration of motor carrier leases, will be the subject of public hearings by the Senate Commerce Subcommittee on Surface Transportation beginning June 20.

Renegotiation—H. R. 4904, providing a two-year extension of the Renegotiation Act of 1951, was passed by House April 28. Senate Finance Committee held public hearings June 7-8 and reported bill with amendments, June 16.

Small Business Act—S. 2127, providing a two-year extension of the Small Business Administration, and increasing the maximum permissible loan from $150,000 to $250,000, was passed by Senate June 6. Hearings have been under way by House Banking Committee, at various times since April; only members of Congress remain to be heard.

FDA codification—H. R. 6446, to revise, codify, and enact into law Title 21 of the U. S. Code, entitled "Food, Drugs, and Cosmetics," was introduced May 24 by Representative Willis (La.) Bill is pending before House Judiciary Committee, which has given favorable consideration to such legislation in previous Congresses.

Trade Agreements Act—H. R. 1 was passed by House Feb. 18 and by Senate, with amendments, May 4. Conference report cleared for the President June 15 (see story, page 242).

Philippine Trade Act—H. R. 6059 was the subject of a public hearing by the House Ways and Means Committee May 16.

Customs simplification—H. R. 6040 was the subject of public hearings by the House Ways and Means Committee May 23-24 and was approved, with amendments, June 15.

Hells Canyon Dam—S. 1333, to authorize construction, maintenance and operation of Hells Canyon Dam, was approved by Senate Interior Subcommittee June 8 and will come before full Committee June 23.

Antitrust suits—H. R. 4954, providing a uniform statute of limitations for antitrust cases, was passed by House April 26 and favorably reported to Senate Judiciary Committee by a subcommittee.

Antitrust penalties—H. R. 3659, to increase maximum penalties under the Sherman Act, was passed by House March 29 and favorably reported to Senate Judiciary Committee by a subcommittee.

FCDA Emergency Food List

(Concluded from page 239)

that "the modern homemaker of the atom age is returning to the provident ways of her grandmother, who laid aside ample stores to tide her family over times of blizzards, bad roads, or crop failures.

"The danger today," the article continued, "is the threat of attack and the silent and invisible peril of radioactive dust in rural districts downwind from cities blasted by the H-bomb. It has forced FCDA to raise to seven days the recommended home emergency food supply. Families in the fall-out zone might be forced to stay under cover for as much as a week. Life in a shelter or basement could be an isolation almost as complete as the lonely pioneer clearing, with no power, contaminated water systems, crippled communications, and radiation danger beyond the doorstep."

During the atomic tests of canned foods at the Nevada test site May 5, one of the publicity projects was "Grandma's Pantry," for which the National Canners Association and Can Manufacturers Institute furnished about 300 cans of recommended emergency foods, designed to feed a family of four for a minimum three-day period of emergency. These were on display in special "Grandma Pantries" at two exposure locations, one in a basement shelter, another in the kitchen of a test house, and were viewed by hundreds of newspaper, radio, TV, and magazine representatives, there to cover the atomic test. Two press releases on the "Grandma's Pantry" project were prepared and distributed to the visitors, one by the Information Division of N.C.A., the other by the FCDA press section.

The new seven-day emergency list, now being publicized by FCDA, as it appeared in the special article in the FCDA clipsheet, is as follows:

Unless otherwise noted at the right of an item, or in special cases (such as soups) where there is a single odd-size can, all cans are of No. 2 size.

CANNED JUICES
- Orange
- Grapefruit
- Tomato
- Lemon

CANNED FRUITS
- Grapefruit sections
- Peaches
- Pears
- Fruit cocktail
- Pineapple
- Plums
- Cherries

CANNED VEGETABLES
- Tomatoes, 1 lb.
- Corn, 1 lb.
- Asparagus
- Green beans, 1 lb.
- Peas, 1 lb.
- Potato sticks

CEREALS AND BREAD
- Date and nut bread—canned
- Brown bread—canned
- Packaged cereals (those which are sealed in wax bag in or out of box)
- Crackers—in tin

MILK
- Evaporated or dried skim
- Canned cream

INFANTS FOOD
- Assorted strained fruit
- Meat and vegetable soups
- Baby cereal—boxed

BEVERAGES
- Powdered tea
- Coffee, powdered or syrup
- Chocolate syrup
- Water

CANNED SOUPS
- Tomato
- Mushroom
- Cream of chicken
- Bean
- Vegetable

CANNED MEATS AND FISH
- Corned beef
- Beef and gravy
- Beef stew
- Chicken
- Ham
- Luncheon meats
- Baked beans
- Cheese in jar or sealed package
- Tuna
- Salmon

OTHER FOODS
- Pickles in glass
- Cookies in tin—vacuum packed
- Catsup or chili sauce
- Sugar
- Salt
- Pepper—small
- Vinegar
- Mayonnaise or salad dressing, small
- Molasses
- Spaghetti with tomato sauce

MISCELLANEOUS
- Safety matches
- Hand soap
- Canned heat
- Pans (1 fryer, 4 sauce)
- Candles
- Can opener
- Paper plates
- Paper cups
- Paper spoons
- Aluminum foil (added to FCDA list)

Morrill at Michigan

(Concluded from page 239)

to the consuming public of better canned foods at attractive prices, Mr. Morrill declared.

The Information Division prepared and distributed a press release on these highlights of Mr. Morrill's address, for 145 Michigan newspapers, 94 radio-TV stations, as well as to the national and state branches of the wire services, and the canning trade journals.

Deciduous Fruit Production

Prospects for production of deciduous fruits in 1955 were described by the Crop Reporting Board of USDA in a report on June 10, reflecting conditions on June 1:

Apples—June 1 reported condition for commercial apples points to a crop about equal to last year for the country as a whole, but by areas prospects are considerably different from last year.

Production in the Eastern and Central regions probably will fall considerably below last year, mostly because of freeze damage in Virginia, Michigan, Illinois, Arkansas, and Missouri. In the Northwest, the set of fruit indicates a larger than average crop, although fruit sizes may be small as a result of the late bloom.

Peaches—The 1955 peach crop is forecast at 48,025,000 bushels, 22 percent less than last year, 30 percent below the 1943-52 average. The short crop is due mainly to a near-failure in the southern states.

The total peach production in California, 30,628,000 bushels, is 7 percent below average. Clingstones, at 19,835,000 bushels, are indicated about the same as the 19,251,000 bushels obtained last year. Freestone peaches, at 10,793,000 bushels, are below the 12,001,000 bushels produced in 1954.

Production in New York is indicated at 1,300,000 bushels, nearly 30 percent above last year.

Pears—The total pear crop for 1955 is forecast at 30,673,000 bushels, slightly above last year but slightly below average. The Pacific Coast states expect a crop of 28,203,000 bushels, 7 percent above last year and 9 percent above average. Bartletts in those states, at 20,053,000 bushels, are about 2 percent below last year but 5 percent above average. In California both Bartletts and other varieties will be below last year but above average.

Grapes—Present indications in California point to a larger grape crop than both last year and the average.

Sweet cherries—The sweet cherry crop is forecast at 121,090 tons, 24 percent above last year and 29 percent above average. The total for the four Great Lakes states, 13,360 tons, is below last year but above average. The total for the seven Western states, 107,730 tons, is above last year and above average. Each of the Western states is above average and above last year.

Sour cherries—Sour cherry production in the six Western states is expected to total 12,600 tons, exceeding last year by 6 percent and exceeding the 1944-53 average by 8 percent. Prospects in all Western states except Utah are better than a year ago. Idaho has excellent prospects.

Apricots—The 1955 apricot crop is estimated at 257,000 tons, 66 percent above the short crop of last season and 10 percent above average.

Crop	Production: 10-year ave. 1944-53	1954	1955 Indicated
	(thousands of bushels)		
Peaches	68,767	61,316	48,025
Pears	30,950	30,434	30,673
	(tons)	*(tons)*	*(tons)*
Sweet cherries	94,105	97,940	121,090
Sour cherries	11,630	11,910	12,600
Apricots	234,000	155,400	257,500

Spring-crop Spinach

Production of late spring spinach for processing is estimated at 33,400 tons, 36 percent more than last year's short crop and 7 percent above average, according to the Crop Reporting Board of USDA.

The total production of spinach for processing, including winter and early spring spinach, is 101,400 tons. This is 39 percent above last year and 22 percent above average.

Seasonal Group and State	Production: 10-year ave. 1944-53	1954 Revised	1955 Preliminary
	(tons)	*(tons)*	*(tons)*
Winter	10,260	5,800	5,800
Early spring	41,390	42,800	62,200
Late spring:			
Virginia	1,350	2,000	3,000
Maryland	1,440	2,500	2,900
New York	[a]10,240	6,800	12,000
Arkansas	8,190	5,400	5,300
Oklahoma	9,040	7,200	8,400
Washington	[a]1,300	680	1,800
Late spring, total	[b]31,560	24,580	33,400
Winter and spring	[b]83,210	73,180	101,400
Fall [c]	[b]30,150	24,100	Nov. 10
All states	[b]113,360	97,280	Nov. 10

[a] Five-year (1949-53) average. [b] Includes short-time averages for N. Y. and Wash. [c] Fall: Ark., Calif., Md., Okla., Va., Wash., and other states.

Canned Cherries for VA

The Veterans Administration has invited sealed bids to furnish 4,625 dozen No. 10 cans of light sweet cherries in heavy syrup and 8,500 dozen No. 303 cans of dietetic pack.

SWEET CHERRIES—4,625 dozen No. 10 cans, light sweet, unpitted, Choice (Grade B), to be packed in heavy syrup; complying with Federal Specification Z-C-301b and Amendment 1, Type II(a); or equivalent in No. 2½ or No. 2 cans; f.o.b. origin or destination. Bids due under S-1 by July 5.

CHERRIES (DIETETIC PACK)—8,500 dozen No. 303 cans, light sweet, unpitted, Choice (Grade B), to be packed in water; complying with Federal Specification Z-C-301b and Amendment 1, Type II(a); or equivalent in No. 2½ or No. 2 cans; f.o.b. origin or destination. Bids due under S-1 by July 5.

Meryl Sullivan Elected

C. Meryl Sullivan, Director of the N.C.A. Labeling Research Division, has been elected president of the Washington Chapter of the American Marketing Association.

Canned Foods Featured in Look

Canned foods are prominent in both picture and text of a two-page editorial spread featured in the June 28 issue of *Look* magazine, which reached the newsstands this week.

A striking full-page colored illustration depicts a June bride surrounded by a half dozen shopping carts loaded with assorted foods, but with canned and glass-packed products predominating. The thesis of *Look's* article is that the American bride usually spends months assembling her trousseau, linens, and silver, but does nothing about filling the pantry until after the honeymoon. The article suggests a "pantry trousseau—a modern version of the old fashioned food dowry." It lists more than 60 different canned foods recommended as a sort of kitchen hope chest.

Pointing out that "much of the difference between creative and mediocre cooking lies in uncommon ingredients," *Look* proceeds to enumerate the tremendous selection of canned foods which it considers to be "elegant staples to transform ordinary meals, common foods to be used in uncommon ways."

To complete its advice to brides, the *Look* article also offers them an opportunity to write in for a basic "bread and butter" list of staples, "which form the backbone of the modern meal." Canned foods are numerous not only in the list of "uncommon foods for the bride's pantry" but also in the special list of staples.

As part of the continuing N.C.A. Consumer and Trade Relations program a four-page reprint of the *Look* feature is being mailed to members. The reprint reproduces the color picture and page of text, contains a special message calling attention of canners to this important feature, and quotes the magazine's circulation figure of 4,064,000 with readership of nearly 20 million. Also included in the mailing was a sample copy of the "bread and butter" list of staples. Specially marked copies were directed to packers of the "uncommon" canned foods mentioned in the article.

Glamour of Canned Foods Again To Be Featured

Modern foods, prepared and served with pride in glamourous main dishes, salads and desserts are the theme of a new consumer editorial feature that will appear in the September issue of *Better Living*. Entitled "Cook It the New Way," it portrays exciting recipes and menus in full color featuring 34 different canned foods. Notice of this new project in the current N.C.A. Consumer and Trade Relations program was sent to all members this week.

Better Living is the consumer magazine distributed through the member stores of Super Market Institute and has a circulation of 2,300,000 copies each month sold from supermarket checkouts.

The magazine is edited specifically for women who shop in supermarkets, by one of the youngest, most representative editorial teams in America.

As pointed out by Executive Secretary Carlos Campbell, in his announcement to the N.C.A. membership, every issue is practical, colorful, filled with features on meal planning, nutrition, child care and all the other interests of the homemaker. *Better Living* not only helps sell products but also gets them used. And that means turnover.

The editorial format of *Better Living* is a powerful force in food use. The forthcoming September issue should deliver a tremendous sales impact during the new pack season. Attached to the member notice was a list of the canned foods *Better Living* has selected to be featured.

Florida Citrus Canning

(Concluded from page 239)

canning operations could properly be considered as separable from canning operations generally, they would not qualify as seasonal in nature. The hearing officer also concluded that dehydration of citrus pulp and waste in Florida may properly be considered separable from other operations on citrus and are not entitled to the exemption.

Interested parties have until June 25 to appeal. If no application for reconsideration or petition for review is filed before this date, the findings will become final.

The text of the hearing officer's findings of fact is as follows:

(1) The handling, packing, storing, preparing in their raw or natural state, first processing and canning of citrus fruit in Florida do not constitute a branch or branches of an industry separable from the industry performing these operations on fresh fruits and vegetables generally.

(2) Operations on any particular kind of Florida citrus fruit are not separable as an industry branch from operations performed on other kinds.

(3) The evidence is insufficient to justify a reversal of the previous finding that the packing of fruit is separable from canning and first processing.

(4) The evidence supports the conclusion that the handling, packing, storing, preparing in their raw or natural state, first processing and canning of citrus fruit in Florida is properly a part of the fresh fruit and vegetable industry that has been determined to be of a seasonal nature within the meaning of section 7(b)(3) of the act and part 526 of the regulations issued thereunder. Accordingly, these operations on Florida citrus fruit remain within the exemption.

(5) If considered as constituting branches of the industry separable from the branches performing the operations on fresh fruits and vegetables generally, the packing of fresh citrus fruit in Florida would qualify as seasonal in nature under the act and the regulations, but first processing and canning would not.

(6) The dehydration of citrus pulp and waste in Florida may (a) be considered separately from Texas operations at this time, and (b) is not an industry of a seasonal nature within the meaning of section 7(b)(3) of the act and the regulations. Accordingly, the determination of March 25, 1943 (8 F. R. 3811), that the dehydration of citrus pulp and waste in Florida and Texas is of a seasonal nature, is revoked insofar as it applies to operations in Florida.

The petition is denied in part and granted in part in accordance with the above findings.

Trade Agreements Act

Congress this week completed action and cleared for the President H.R. 1, the bill amending and extending the Trade Agreements Act.

H.R. 1 extends for three years—to June 30, 1958—the authority of the President to enter into reciprocal trade agreements and to reduce tariff rates. This is the first major revision of the Trade Agreements Act of 1934, in which Congress delegated to the President its constitutional authority to regulate tariffs.

H.R. 1 authorizes the President to reduce tariffs by 15 percent of the rates in effect January 1, 1955, but by no more than 5 percent a year. Also, tariff rates in excess of 50 percent ad valorem or its equivalent may be reduced to that level, in stages of not more than one-third of the reduction each year.

H.R. 1 also establishes a new standard for defining injury to domestic producers for purposes of justifying higher tariffs as relief from imports.

TABLE OF CONTENTS

PAGE

Civil Defense
FCDA emergency food list 239

Congress
Status of legislation 240
Trade agreements act 242

Consumer and Trade Relations
Glamour of canned foods again to be featured 242

Labor
Florida citrus canning ruled seasonal under 7 (b) (3) 239

Meetings
Agricultural research leads to new and improved varieties ... 239

PAGE

Personnel
Meryl Sullivan elected 241

Procurement
QMC and VA begin annual canned food purchases 239
Canned cherries for VA 241

Publicity
Canned foods featured in *Look* . 241

Statistics
Deciduous fruit production 241
Spring-crop spinach 241